

Critical Media Studies An Intrduction

Critical media studies is a state of the art introduction to media studies that demonstrate how to think critically about the power and influence of the media. Written in an accessible and engaging style, each of the book's eleven critical perspective according to their focus on media industries, messages and audiences. Rather than treating any single approach to media as the correct one, critical media studies illustrate that different perspective yield different insights and encourages critics to develop facility with multiple perspective. The book combines the best of well tested theory with cutting edge scholarship on the media.

